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## CLAIMS:

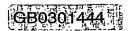
- An air freshening or purifying device comprising a container, the container having an open side defining a gel 5 receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base located at a lower end of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight plastic material.
  - An air freshening device or purifying device as claimed in claim 1 in which the base is formed with a slot for receiving at least a portion of the perimeter of the container.
- An air freshening or purifying device as claimed in claim 1 in which the base is integrally formed with the 20 container.
  - An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base formed with a slot for receiving at least a portion of a lower end of the perimeter of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight plastic material.

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- An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base located at and 5 integrally formed with a lower end of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight plastic material.
  - An air freshening or purifying device as claimed in any one of the preceding claims in which the container is formed with a circumferential rim.
  - An air freshening or purifying device as claimed in claim 6 in which the rim has a width greater than the depth of the gel receiving surface.
- An air freshening or purifying device as claimed in any 20 one of the preceding claims further comprising a removable cover applied to the container to cover the gel receiving surface.
- An air freshening or purifying device as claimed in 25 . 9. claim 6 in which the removable cover is made from a foil material which is heat sealed to the container.
- An air freshening or purifying device as claimed in claim 8 in which the removable cover is made from a plastic 30 laminate which is heat sealed to the container.

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- 11. An air freshening or purifying device as claimed in any one of the preceding claims in which the container is filled with a gel composition.
- 5 12. An air freshening or purifying device as claimed in claim 10 in which the gel composition is a fragrance.
  - 13. An air freshening or purifying device as claimed in claim 10 in which the gel composition is an insecticide.
  - 14. An air freshening or purifying device as claimed in claim 10 in which the gel composition is an air purifying composition.
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